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## Papa Murphy's grows mobile database, pushes offers via SMS campaign

Posted By [Rimma Kats](#) On September 23, 2011 @ 4:30 am In [Featured](#), [Food and beverage](#), [Messaging](#) | [No Comments](#)



<sup>[1]</sup>Pizza chain Papa Murphy's is adding mobile to its marketing efforts and offering consumers exclusive offers via SMS.

The company partnered with Phizzle for the mobile marketing initiative. Papa Murphy's is using mobile to grow fan loyalty and increase customer revenues.

"Papa Murphy's is looking to provide to the company's franchise owners a low-cost, easy-to-administer method of marketing to customers," said Jenifer Anhorn, chief marketing executive at Papa Murphy's.

"Papa Murphy's had not done much in the way of mobile marketing previously," she said. "Papa Murphy's wanted to get involved in digital marketing to complement Papa Murphy's traditional tools such as print, radio and broadcast.

"Our goal is to help the franchise owners increase sales through corporate marketing initiatives."

[Papa Murphy's](#) <sup>[2]</sup>operates more than 1,250 franchised and corporate-owned locations in 37 states and Canada.

[Phizzle](#) <sup>[3]</sup>is a mobile marketing and advertising provider delivering audience engagement services to grow fan loyalty, increase customer revenues and harness brand equity.

### Pizza pizza

Papa Murphy's is running customized in-store signage, mobile campaigns and promotions featuring mobile text alerts to develop an opt-in mobile database.

Consumers can opt-in to receive notifications 3-4 times each month at their favorite locations.

The alerts feature free or discounted pizza, additional toppings or size upgrades.

"Partnering with Phizzle enables Papa Murphy's to gather phone numbers and email addresses," Ms. Anhorn said. "List building is the first step to being able to leverage the names and numbers when offers are blasted."

### Word of mouth

Papa Murphy's is getting the word out about the campaign via in-store point-of-sale material and small flyers that are placed on each pizza box.



[4]

*An example of a small flyer*

"More and more people are using smartphones and texting, especially the younger customers," Ms. Anhorn said. "This is just where marketing is going.

"Presently, five Papa Murphy's restaurants are participating, with several more in the works now and the goal is to get 20-30 ramped up in the next 2-3 months," she said.

#### **Final Take**

*Rimma Kats is staff reporter on Mobile Commerce Daily, New York*



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[2] Papa Murphy's : <http://www.papamurphys.com>

[3] Phizzle : <http://www.mobilecommercedaily.com> <http://www.phizzle.com>

[4] Image: <http://www.mobilecommercedaily.com/wp-content/uploads/2011/09/pizza2.jpg>

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[7] Image: <https://twitter.com/share?url=http%3A%2F%2Fwww.mobilecommercedaily.com%2Fpapa-murphy%25e2%2580%2599s-grows-mobile-database-pushes-offers-via-sms-campaign&text=Papa+Murphy%E2%80%99s+grows+mobile+database%2C+pushes+offers+via+SMS+campaign&via=MCommerceDaily>

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